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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION
UNITED STATES DEPARTMENT OF AGRICULTURE

March 11, 1944 No. 49

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* FOOD FIGHTS FOR FREEDOM meetings have been heralded generally as very success- *
* ful. A detailed report is not included here because a summary is being prepared.*
* THE LAST MEETING in the series is at Dallas, 410 Wilson Building, March 17. *
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KIWANIS INTERNATIONAL DESIGNATES .... the week of March 27 as Victory Farm Week to encourage maximum crop production in 1944. Victory Farm plaques will be awarded to all farmers who subscribe to the Victory Farm pledge -- "To produce my farm's maximum of crops; to maintain a Victory Garden for home needs; to participate in salvage programs; to cooperate with War Relief agencies; to invest in War Stamps and Bonds; and to do all in my power to WIN THE WAR."

LOCAL KIWANIS CLUBS will hold Victory Farm meetings with farmers as guests and those signing the pledge will be presented with the Victory Farm plaque. Those farmers not able to attend the meeting also will be given opportunity to sign the pledge.

VICTORY FARM WEEK this year is the outgrowth of a program originating in the Kiwanis Indiana District. It was one of the major Kiwanis projects in agriculture in 1943.

VICTORY FARM WEEK precedes by one week the Department's "Grow More in '44 Week" and should serve to focus attention on the need for more farm production.

YOU WILL BE HEARING MORE ABOUT ..... the National Agricultural Jefferson Bicentenary Committee, and that committee's recommendations for fuller recognition of Jefferson's contributions in the field of agriculture. Special observances will be held the week of April 13, the anniversary of Jefferson's birth. The Department, educational institutions, national farm organizations, and various informational and educational media are lending their support and facilities to the occasion. One of the highlights of the week will be a pilgrimage to Monticello by officials of the Association of Land-Grant Colleges and the Department of Agriculture.

COMMITTEES TO SALVAGE CONTAINERS ..... have been set up in Baltimore, Philadelphia, Boston, and Cincinnati to work with state and area Office of Distribution supervisors. Primary job is to emphasize the need for careful handling and opening of containers, and also to help get containers back into circulation through normal channels. Additional committees will be formed in other terminal markets. This is a revised program designed to obtain cooperation of independent wholesale and retail fresh fruit and vegetable industry.

IMPORTANT RELEASES ..... "Margarine Advisory Committee Report," USDA 1808-44. .. "A Regrouping in the Office of Distribution," USDA 1833-44. ... "WFA Announces April Through August Dried Egg Prices," USDA 1822-44. ... "Baking Industry Advisory Committee Report," USDA 1817-44. ..."New Procedure on Protein Meal Quotas," USDA 1820-44. ..."Cheddar Cheese Sold to U.S. Government War Agencies," OPA-T-1785.

*** NATIONAL FARM AND HOME HOUR ***
Week of March 13-17, 1944

MONDAY ---- Col. Philip Bruton, Office of Labor, WFA, "Farm Labor in '44."
TUESDAY --- Ruth Van Deman, BHN&HE, "Slip Covers for Furniture."
WEDNESDAY - Judge Marvin Jones, War Food Administrator, "Wartime Dairy Production."
THURSDAY - Post-War Agriculture #15, Robert B. Schwenger, Office of Foreign Agricultural Relations, "World Food and Foreign Trade."
FRIDAY - Victory Gardens, Ernest Moore and Duke DuMars, "Building Up the Garden Soil."
SATURDAY - Speaker from Federal Extension Service in Camp Fire Girls program on theme of "Camp Fire Girls Work on Farms." (Tentative)

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CONSUMER TIME

DURING A WAR, edible fats and oils are usually the foods in scarcest supply. CONSUMER TIME brings this out and tells why, and what YOU can do about it. "Fats in Wartime Meals" will be given listeners who write in. That's Saturday, March 18, 12:15 p.m., EWT, NBC.

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MARKETING ABUNDANT FOODS

Here is the list of really abundant foods over most of the country:

*Potatoes	*Cabbage
Carrots	Spinach
Beets	Frozen Baked Beans
Peanut Butter	Citrus Marmalade
Shell Eggs	Lard - ration free

Citrus Fruits - particularly grapefruit and smaller oranges
Canned Green and Waxed Beans - ration free
Frozen Vegetables - all ration free except peas, corn and lima beans
Canned Peas and Tomatoes - reduced ration valuation
Variety Cuts of All Meats

Not quite so plentiful or limited to certain regions are:
Snap Beans
*Fresh Pork - continued abundant supplies at all locations but points far away from packing plants; tight on both coasts

*-Starred items are those deserving active promotion if abundant locally.

TO GIVE CITY PEOPLE A BETTER UNDERSTANDING .. of the national food problem, the New Jersey Experiment Station and Extension staff has supplied speakers on the food program for more than 100 service clubs since Christmas.

IF YOU THINK YOU GET MATERIALS LATE ..... read this. A franked postal reply card was received in the Department of Agriculture last week from Arlington, Massachusetts, thanking the "United States Food Administration" for a book, "Food Saving and Sharing," which "we find useful in our school." The joker -- "Food Saving and Sharing" was printed in 1918 and issued for the use of schools in encouraging the saving of food to share with Europe's starving millions. The thank-you card turned up 26 years late!